

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
315095-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Strategic Media Services
Attention: Accounts Payable
3299 K Street NW - Suite 200
Washington, DC 20007

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	Angela 1241 Add

Flight Dates	Order #	Alt Order #
10/24/12 - 10/26/12	315095	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

IDB #	Advertiser Code	Product Code
12521		

Agency Ref	Advertiser Ref
2	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/24/12	10/26/12	M-F 5-6a	5-6a	--111--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --111-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPTV W 10/24/12 5:38 AM M-F 5-6a 5-6a :30 AWTV102101H \$500.00 NM									
2 WPTV Th 10/25/12 5:12 AM M-F 5-6a 5-6a :30 AWTV102101H \$500.00 NM									
3 WPTV F 10/26/12 5:28 AM M-F 5-6a 5-6a :30 AWTV102101H \$500.00 NM									
2	10/24/12	10/26/12	M-F 7-9a	7-9a	--1-1--	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1-1-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPTV W 10/24/12 6:59 AM M-F 7-9a 7-9a :30 AWTV102101H \$1,500.00 NM									
2 WPTV F 10/26/12 6:59 AM M-F 7-9a 7-9a :30 AWTV102101H \$1,500.00 NM									
3	10/24/12	10/26/12	M-F 12n-1p	12-1p	--1-1--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1-1-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPTV W 10/24/12 12:13 PM M-F 12n-1p 12-1p :30 AWTV102101H \$500.00 NM									
2 WPTV F 10/26/12 12:52 PM M-F 12n-1p 12-1p :30 AWTV102101H \$500.00 NM									
4	10/24/12	10/26/12	M-F 1-2p	1-2p	---1---	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---1--- 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPTV Th 10/25/12 1:46 PM M-F 1-2p 1-2p :30 AWTV102101H \$425.00 NM									

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315095-1	10/28/12	October 2012	10/01/12 - 10/26/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
West / Republican / Congre	Allen West for Congress	Angela 1241 Add	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/24/12	10/26/12	M-F 2-3p	2-3p	--111--	:30	3	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --111-- 3 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 2:15 PM M-F 2-3p 2-3p :30 AWT102101H \$350.00 NM 2 WPTV Th 10/25/12 2:17 PM M-F 2-3p 2-3p :30 AWT102101H \$350.00 NM 3 WPTV F 10/26/12 2:12 PM M-F 2-3p 2-3p :30 AWT102101H \$350.00 NM									
6	10/24/12	10/26/12	M-F 5-530p	5-530p	--11---	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --11--- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 5:27 PM M-F 5-530p 5-530p :30 AWT102101H \$1,600.00 NM 2 WPTV Th 10/25/12 5:28 PM M-F 5-530p 5-530p :30 AWT102101H \$1,600.00 NM									
7	10/24/12	10/26/12	M-F 630-7p	630-7p	--11---	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --11--- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 7:00 PM M-F 630-7p 630-7p :30 AWT102101H \$3,000.00 NM 2 WPTV Th 10/25/12 7:00 PM M-F 630-7p 630-7p :30 AWT102101H \$3,000.00 NM									
8	10/24/12	10/26/12	M-F 7-730p	7-730p	--11---	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --11--- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 7:27 PM M-F 7-730p 7-730p :30 AWT102101H \$950.00 NM 2 WPTV Th 10/25/12 7:26 PM M-F 7-730p 7-730p :30 AWT102101H \$950.00 NM									
9	10/24/12	10/26/12	M-F 11-1135p	11-1135p	--1-1--	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1-1-- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 11:30 PM M-F 11-1135p 11-1135p :30 AWT102101H \$1,400.00 NM 2 WPTV F 10/26/12 11:23 PM M-F 11-1135p 11-1135p :30 AWT102101H \$1,400.00 NM									
10	10/24/12	10/26/12	M-F 730-8p	730-8p	---1---	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---1--- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/25/12 7:46 PM M-F 730-8p 730-8p :30 AWT102101H \$950.00 NM									

Total Spots 20 **Gross Total** \$21,825.00

Payment Terms 30 Days

Agency Commission \$3,273.75

Net Amount Due \$18,551.25